

A scenic landscape of a Montana valley. In the foreground, a river flows through a lush green valley. The middle ground features a mix of green fields and dense forests. In the background, a range of mountains is visible under a clear blue sky with some light clouds. The overall atmosphere is peaceful and natural.

THE MONTANA BRAND

DRAFT



BROWNING



SWIFTCURRENT PASS, GLACIER NATIONAL PARK

HOW WOULD YOU DESCRIBE MONTANA?

Now before you get ready to take a deep breath and profess some long-winded praise for the place, try doing it in a few words.

TOUGH, HUH?

Well, that's what this book is for. It's here to help you take all the things that make up the brand of Montana and put them into folks' heads simply. Succinctly. And dare we say, with a romantic wit about it all. Even though some of us may fumble with the right words to use when portraying our fine state.

For many of us, Montana is like a person. A friend, if you will, who we can now put a personality behind with the research we've gained and the words and images we've chosen.

We invite you to sit back. Read a bit. Take it all in. Then let this book do the talking for you.



OUR BRAND IS LIKE A SMALL TOWN

Billings. Missoula. Miles City. Virginia City.

Though these places are very different in size and scope, there's one thing we all share. It's a small-town belief that you won't do well standing on your own.

We have to work together.

A brand is like that too. Go your own way and no one seems to go anywhere. But this brand will succeed when we speak with one voice. Share the same values. Rely on our mutual self-reliant streak a bit. And believe that the power to create economic success for this fine state rests in our own very hands - tough and well-worn hands that they are.



WHAT THE HECK IS A BRAND ANYWAY?

Some think it's what you put on cattle. And while we do think our state should leave a lasting impression on folks, we hope you will do it in a less painful way. Our brand is not some fancy ad slogan. Or everyone throwing in every thing they like. That's what soup is for. Simply put, a brand is a group of agreed upon characteristics, which our target audience finds important, that combine to create a unique and compelling point of difference. It's all the ways people come in contact with this place both directly and indirectly. When done right, a brand is something that stands the test of time because we agree on its importance, what we stand on and who we are.





WHY IS A BRAND IMPORTANT?

THIS BRAND WILL UNITE A GROUP OF HARDY PEOPLE WITH ONE COHESIVE VOICE TO BETTER DISTINGUISH MONTANA IN THE MARKETPLACE. We will bolster our economic success by preserving and enhancing the people, towns and natural environments that are the true assets of our tourism industry. Together, we've identified our strongest attributes. Now, we'll leverage them to attract high value/low impact travelers so that our state will be foremost in the minds of those who'll impact its future. No matter what season they choose to visit.

WHAT IS MONTANA?

Montana represents many things to many people, which is why hanging our hat on only three platforms was a bit on the difficult side. So, starting with our best foot forward, lets define what we really are.

MONTANA IS A COLLECTION OF SOME OF THE WORLD'S GREATEST
MOUNTAINS AND PRAIRIES COMING TOGETHER TO CREATE MORE

SPECTACULAR UNSPOILED NATURE

THAN ANYWHERE ELSE IN THE LOWER 48.



GLACIER NATIONAL PARK



GRAND PRISMATIC SPRING, YELLOWSTONE NATIONAL PARK

MONTANA IS A SERIES OF SIDEWALK SQUARES
NEXT TO DINERS WITH AMAZING HOMEMADE
MILKSHAKES IN VIBRANT AND

CHARMING SMALL TOWNS

THAT SERVE AS GATEWAYS TO
NATURAL WONDERS.



JUDITH GAP MERCANTILE



MONTANA IS A STORIED PLACE FILLED WITH BLUE RIBBON TROUT
STREAMS MADE FAMOUS BY AUTHORS WHO WITNESSED

BREATHTAKING
EXPERIENCES BY DAY
AND RELAXING HOSPITALITY AT NIGHT.



WHITEFISH MOUNTAIN RESORT

WHAT ARE OUR VALUES?

WE ARE A GROUP OF IMPASSIONED FOLKS WHO REALIZE THAT IF YOU DON'T KNOW WHERE YOU ARE, YOU'LL NEVER KNOW WHO YOU ARE. THE VALUES WE ALL SHARE COME FROM THIS PLACE RUBBING OFF ON US. THIS PLACE WE CALL MONTANA.



WE ARE

SIMPLE

BUT NOT

UNSOPHISTICATED

Strip away the fast-paced world and what do you have left? The good things in life like an uncluttered vista that goes on for miles. Or a Main Street that's just the right blend of commerce and community. But that doesn't mean we don't enjoy a good beer and a fine Bordeaux. Our brand is like our state. Perfect just the way it is.

GRAND UNION HOTEL, FORT BENTON

WE ARE CONFIDENT NOT ARROGANT

We're the quiet type (aren't most Montanans?) and attract people to us instead of force ourselves on them. At the cocktail party, we're the calm, witty guy in the corner. But ask us what we like most about our state and you're bound to get a response that's passionate in nature.

MISSION VALLEY



WE ARE GENUINE NOT OLD-FASHIONED

We're not the kind to hide what some may consider faults. We proudly wear them on our sleeves for all to see. It's what gives us a little thing called character. So sit down with us over a cup of coffee and we'll gladly tell you the truth about this place. We think you'll be pleased.

LIVINGSTON

WE ARE GROUNDED BUT NOT STUCK IN OUR WAYS

We are humbled by our surroundings. They shape who we are. And we'll fight to keep our way of life intact. But that doesn't mean we turn our head to progress. Quite the opposite, we're open to new ideas from what some may deem unlikely partners.

WE NOW KNOW WHO WE ARE

THAT IS OUR BRAND. TOGETHER WE CAN NOW SPEAK
WITH ONE VOICE. WITH THAT BEING SAID, WE LEAVE YOU
WITH A FINAL THOUGHT.



GARDINER

THIS PLACE ISN'T FOR EVERYONE

Now hang on there just a minute before getting your feathers all ruffled. Let us explain.

We don't have those things that some feel make for the perfect destination.

There are no streamlined superhighways here to whisk you unemotionally from point A to point B. Nor, for that matter, is there the traffic to match. You just have to take your time on some of our quiet roads and watch the spectacular scenery unfold. If you're hungry here, you may not be able get a burger at a rock-and-roll-themed restaurant with 20 other locations. In fact, your burger may be made of something you've never tried before - bison. And when it comes to hotels, we don't have very many with five stars. But we feel the millions shining overhead will more than suffice. With this in mind, in comparison to some places, maybe we aren't perfect.

And it feels pretty darn good to say that.

You see, we realize that the very thing that makes this place special is not the latest and greatest. It's the tried and true.

For the visitors who will come time and time again and help our tourism industry prosper, our state has the authenticity they desire and simple honesty they seek. The roads are epic with miles and miles of nothing but quaint small towns and natural wonders in-between. The dining is as good as anywhere out there, but the genuine conversations with locals are what they'll most remember.

Come to think of it, maybe this place is perfect after all. Perfect for those who appreciate it for what it is.

So now you may be asking yourself, just how is all this proverbial brand rubber going to hit the road. Kindly take a look at our second book, The Brand Activation Guide, and you'll see how. Contact Travel Montana for more information.



GLACIER NATIONAL PARK



